



SAFE FROM **SUN** THE

TEAM LEADER GUIDE

SUNDAY, APRIL 25, 2010
VILLANOVA, PA

**MELANOMA INTERNATIONAL
FOUNDATION**

www.safefromthesun.org
250 Mapleflower Rd. Glenmoore, PA 19343
610-343-0183
lisa@safefromthesun.org



Dear Team Leader...

THANK YOU for making the commitment to serve as a Team Leader at our **2010 Annual Safe From the Sun Walk & 5K Run** at Villanova. Last year, we had over 50 team leaders step up to the challenge of encouraging others to make a difference. This year, we are inspiring and empowering teams to focus on fundraising. While we place tremendous value on team support and camaraderie, we realize that fundraising within those teams is a critical key to winning the battle against melanoma.

2010 is a great time to join the effort and lead a team. Team leaders will find...

- User-friendly registration
- Full team support
- Extensive online resources
- Personalized logo and webpage to share your team story
- Team goal tracking

So be inspired...build a team...MAKE A DIFFERENCE!

Lisa Newcomb

National Director
Melanoma International Foundation



TABLE OF CONTENTS

page

Getting Started: Event details & Contacts.....	3
Team Building and Fundraising Basics.....	4
Event Schedule & Awards	5
Managing Your Team Web Page	6
FAQ.....	6
Online Team Member Registration.....	7
Online Donations	7
Online Resources.....	7
Team Leader Timeline & Checklist.....	8
Team Leader Form.....	9

EVENT DETAILS

Date: Sunday, April 25, 2010

Time: 9:00 am - 12:00 pm

Location: Villanova University Pavilion
Rt. 30 & Ithan Avenue
Villanova, PA 19085

** Parking is located across Rt. 30 in the main parking lot*

When You Arrive:

- Check-in at the “Team Captain” table in the registration area
- Gather your team members as they arrive and prepare for the walk / run
TIP: Designate a “meeting place” ahead of time if you have a large team
- Be sure your team members have checked in or registered and handed in any additional donations to count towards your team total.
- Have fun!



CONTACTS

1. If you have already registered a team...

If you have questions or need ideas about fundraising, organizing your team, or hosting team events, contact our Education and Outreach Director at deb@safefromthesun.org.

2. Need help registering a team?

Contact lisa@safefromthesun.org

3. Do you have website or online registration questions?

Contact lisa@safefromthesun.org

4. Do you have team members that would like to register over the phone?

Call us at 1-866-463-6663

For additional resources and information, visit our “events” page at www.safefromthesun.org.



TEAM BUILDING AND FUNDRAISING BASICS

- **Team members can be anyone**
Recruit friends, family members, neighbors and co-workers for your team. Don't be afraid to invite your hairdresser, child's teacher or other acquaintances...they may surprise you!
- **Ask each team member to set a personal goal**
Fundraising is easier - and more fun- when you do it together! Ask each team member to play an equal part in reaching your goal.
- **Host a pre-event fundraiser**
Consider a casual day at work, a penny drive or a community dinner to enhance your fundraising goals.
- **Reach out to social networks**
Have a twitter or facebook page? Don't forget to use this valuable resource to reach out to friends and family. Also consider adding an invitation/donation link to your email address.
- **Take the time to personalize your fundraising page**
MIF's website provides you with powerful tools that allow you to customize your team page with a fundraising goal, team story, photo and more!
- **Enlist your employer's support**
Many employers provide matching donations or are willing to sponsor an employee's team. Take the time to ask your supervisor about these possibilities.
- **Make it a race to the Finish Line!**
Challenge your team members to a friendly competition to see who can recruit the most members or raise the most funds. Consider offering an incentive to the winner!



EVENT SCHEDULE

- 9:00 am** Registration Begins
Health & Wellness Expo Opens
Free Skin Screenings (Event participation is NOT required to be screened)
- 10:00 am** Welcome
- 10:15 am** Kid's Dash
- 10:30 am** Walk & 5K Run begin
- 11:00 am** Team photos available at the stage
- 11:30 am** Awards Ceremony
- 12:00 pm** Event Concludes



EVENT AWARDS

1st and 2nd Place Highest Fundraising Team

1st Place Creative Team T-shirt Design Competition

Most Creative Fundraising Team

Most Creative Corporate Fundraising Team *(If applicable)*

Male / Female 1st, 2nd & 3rd Place Overall 5K

Awards / medals will be presented for each age category and all children will receive a participation medal for the Kid's Dash

Volunteer and Courage Awards are pre-selected by MIF

Teams of 5 or more will receive a Team Appreciation Award



fundraising tip

Ask your employer to sponsor your team T-shirt!



Creating Or Re-Activating A Team Online

STARTING A NEW TEAM

- 1** From the Villanova Events Page, click on “Start A New Team”. If you have Login Information, enter it. If not, create an account and return to the events main page when you are done.. Login from there.
- 2** When you have reached the “Create a New Team” page, enter your team name and a short blurb that you would like people to see about what inspired you to form a team. (You will get the chance to write More on your team’s homepage. When you are done, click on the create button.



You have officially created a new team!! Turn the page and create your TEAM WEBPAGE!

REACTIVATING A TEAM FROM 2009 OR BEFORE

- 1** From the Villanova Events Page, click on “Reactivate a Team”.
- 2** Complete the form and click “Submit”. MIF will send a confirmation email and a link to your team webpage within 24 hours.

You have officially re-activated your previous team!! After you receive your confirmation email, follow the steps on page 7 to update your TEAM WEBPAGE!

ONLINE RESOURCES

[Donation Tracking Sheet](#)
[Team Tracking Sheet](#)
[Team Leader Guide](#)
[Request A Lawn Sign](#)
[5K Race / Walk Map](#)
[Directions / Parking](#)
[Registration Donation Email Text](#)
[About MIF](#)
[Melanoma Fact Sheet](#)

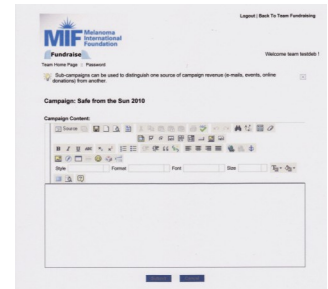


Creating & Managing Your Team Webpage

- 1 Once you have created a team or reactivated a team, click on your team name and you will be redirected to a blue page with the MIF logo in the left corner. (If you have left the website, log back in , and under, “What would you like to do?” click on “team fundraising”).
- 2 Under “Action”, click on “Edit”
- 3 On this next page, you will see something that looks like a blank word document with editing buttons.

This is where you can be creative!

To add text and tell your team story, you simply click in the text box and begin writing. Things you may want to include would be if you walk in memory/ honor of some one, team goals or why you think joining MIF for this event is important. Just like in a word document, you can use the font, bold, underline, buttons, etc. to customize your page.



To add a picture to your webpage, click on the small icon with the mountains (insert picture). The “Image Properties” screen will pop up. Click on the “Upload” tab at the top. Click “browse” to look through the files on your computer and find the photo you want. Once you have found your photo, click “Send to the server” When your file has been uploaded, click “okay”.

NOTE: If the photo pops up too large, simply change the width (usually between 125-200 works) and click “okay”. You can also adjust the alignment of your photo (right, left center) in this small pop-up box as well.

Once you have completed your text and pictures, Click “submit” and you will be redirected to “Your Campaign Links”

- 4 To preview your team page, click on “check” next to “campaign page”. A pop-up window will show you exactly how your page will look to others.
If you like it...GREAT! Save the link and send it to all your friends and family.
If you need to change a few things, close the popup page, and on the “Campaign Links” page, in the upper left corner, click on “Team Home Page”. From there you can click on “edit” and change whatever you would like using the same process.

- 5 If you have any questions regarding the website or are experiencing difficulties, contact lisa@safefromthesun.org

Website FAQ's

I made a donation through the link on my Team Webpage, but there is no drop-down box on the donation form to specify my team.

Any donation made from a link on a Team Webpage is automatically credited to that team.

What if I donated to the wrong team or forgot to specify my team on the donation form?

Send an email to lisa@safefromthesun.org with your name and the team that you would like your donation credited to and we will make the adjustment.

The name on the team thermometer is listed as just mine and I wanted it to be our family's name.

Whatever name you put in the initial donation form is what will appear on the thermometer, so if you would like it to read "The Smith Family", be sure to enter that as the name of the donor.

My name is listed on my team's thermometer, but I just registered and didn't make any additional donation.

All registration fees count towards your team total and display on the thermometer.

ONLINE TEAM MEMBER REGISTRATION

Friends and family that would like to join your team can follow this simple process on the website

From the Villanova Event page, click on "Join a Team"

Create an account or login.

Follow the simple online forms, being sure to choose your team in the drop-down box that says "Credit this donation to this team or individual"

***Please note: To receive the "EARLY BIRD DISCOUNT" and guarantee a goody bag at the event, participants MUST register before April 1st.**

ONLINE REGISTRATION CLOSING ON FRIDAY, APRIL 23RD. After April 23rd, participants can register at the event.

ONLINE DONATIONS

Friends and family that would like to make an additional donation to your team or would like to donate to your team but cannot attend the event can follow this simple process on the website.

From the Villanova Events page, click on "donate to Team / Event"

Follow the simple online forms, being sure to choose your team in the drop-down box that says, "Credit this donation to this team or individual".





TEAM LEADER CHECKLIST

- _____ **Reactivate or create your team online.** *Please Note: You must register YOURSELF and join your team AFTER creating your team page.*

- _____ **Set a fundraising goal.**

- _____ **Personalize your team page and provide the web address to all potential team members and supporters.**

- _____ **If you are a NEW team leader, complete the form at the end of this packet and return it to lisa@safefromthesun.org.**

- _____ **Recruit your team and begin fundraising.**

- _____ **Make sure team members register by APRIL 1st to receive the “early bird” discount.**

- _____ **Create Team T-shirts. (*optional*)**

- _____ **Communicate regularly with team members.**



TEAM LEADER FORM

TEAM LEADER INFORMATION

LAST NAME _____ FIRST NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ E-MAIL ADDRESS _____

HAVE YOU EVER ORGANIZED A TEAM FOR MIF OR ANY OTHER ORGANIZATION?

_____ YES, Name of Organization _____

_____ NO, this is my first time as a Team Leader

TEAM INFORMATION

TEAM NAME _____

Will your team be participating in honor or memory of someone? _____ YES _____ NO

If yes, please list their name: _____

Will you be participating as a corporate team? _____ YES _____ NO

If yes, please list the company name: _____

TEAM STORY

Please tell us a little bit about your team and what inspired you to participate: _____

TEAM GOALS:

TOTAL DONATIONS: _____

TOTAL AMOUNT OF TEAM MEMBERS: _____